

## Parliament New Graphics Concepts

### Elements Review

#### Triangles Coloration

- When prototypes were compared with Current, many found the Current blues too dark, suggesting "older" or "heavy"

#### The Word "Parliament"

- As compared with Current each of the new font-styles are viewed as more contemporary
- The gold "shadow" on Current was viewed by young adult smokers as "middle-aged"

#### The Word "Lights"

- Most preferred white print on blue background, vs. gold (white print is breezy, airy, "lighter" feeling)
- The gold "Lights" is reminiscent of Marlboro Lights
- Most preferred "Lights" on the upper triangle, giving it priority
- Most preferred print over the script used on Current, finding script "old-fashioned" and print more "contemporary"

#### The Words "Recessed Filter"

- Some preferred white lettering (better contrast against the blue background)
- Others preferred gold lettering (gold matches the chevron; suggests "classy")

#### Diagonal Line

- Most preferred the white diagonal (cleaner, lighter, more refreshing)
- Thin gold stripe (inside white diagonal) appealed to a few (W) as adding a touch of "class"

#### Pinstripes

- Eye-catching
- Renders the pack more "stylized"; adds a sense of "design"
- "A pinstriped suit"
- A few preferred the plain white background (cleaner, brighter, fresher looking)
- Pinstripes are not "Parliament" (more a B & H image)

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### The New Chevron

- Adds "class"
- Some appreciated the added color (brightens; modernizes)

### Amount of White Backfield

- Only a few associated a greater area of white with "Generics"
- Those opposed to the larger white backfield felt it diminished the impact of the double-triangles
- Those favoring "more white space" felt it lent a lighter, easier, more contemporary style to the pack

### Triangle/Graphic Outline

- Differences were rarely noticed; spontaneously
- Only "L" was criticized as using too much "gold" (thicker outer border; gold-filled diagonal, gold lettering for "Recessed Filter")
- Once asked, some preferred the thin blue outline for consistency of color-imagery, also sensing a lighter and more modern overall impact. Some preferred a gold outline to retain an up-scaled impression.

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